

## REMARKS

This Application has been carefully reviewed in light of the Office Action mailed July 22, 2004. At the time of the Office Action, Claims 1-4, 6-13, and 15-26 were pending in this Application. Claims 5 and 14 were previously cancelled by Applicants. Claims 1-4, 6-13, and 15-26 were rejected.

### Rejections under 35 U.S.C. §103

Claims 1-4, 6-9, 10-13, 15-18, 22, and 26 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 6,714,979 issued to Andre R. Brandt et al. ("Brandt et al.") in view of U.S. Patent 6,148,289 issued to Ajaipal Singh Virdy ("Virdy"), and further in view of U.S. Patent 6,145,003 issued to Sankrant Sanu et al. ("Sanu et al.").

Applicants respectfully traverse and submit that the pending claims, as amended, are not taught or suggested by the cited references. Specifically, Claims 1 and 10 have been amended to recite several new limitations.

As amended Claims 1 and 10 recite a system and method in which a harvester process searches an Internet discussion site in response to a query from an outside business enterprise for information about participants that are discussing a particular product or service. The system and method use this information perform a reverse look-up, and to provide the user of the system (the business enterprise) with contact data for the "target" participants. Page 8, lines 1-24 provide a good overview of the system and method.

The invention of Claims 1 and 10 goes far beyond a mere search engine -- it is a web-based service accessed by a business enterprise, which not only searches for a particular type of data from a particular type of Internet source, but also provides particular outputs. One of these outputs is reverse look-up data.

Brandt does not teach or suggest the harvester process of amended Claims 1 and 10. Specifically, Brandt does not teach or suggest harvesting data from discussion sites or finding discussions of a specified product or service. In fact, none of the cited references teach or suggest this aspect of the invention.

Nor do any of the cited references teach or suggest using harvested personal contact data to perform a reverse lookup for additional personal contact data. Claims 1 and 10 have

been amended to recite that the contact data is “personal” contact data. The marketing context of the present invention is clear. In that context, “personal contact data” is data used to get in touch with a particular person.

In sum, none of the cited references teach or suggest harvesting discussion sites for “hints” about prospective customers (by “listening” to their discussions), using that information to get initial contact data, then using that contact data to get additional contact data (by performing a reverse lookup). This method of “hunting” for prospective customers and getting contact data is novel and not obvious from the cited references.

Nor does the combination of references teach or suggest Claims 1 and 10. There is simply no teaching in any of the references of the features discussed above.

Claims 1 and 10 are allowable, as are their dependent claims.

Claims 2 and 11

These claims have been amended to more clearly recite the profiles generation process and the matching of profiles to prospective customers. An example of support for these claims is on page 8, lines 12 - 18.

New Claims 27 and 28

An example of support for these claims is on page 8, lines 19 - 23.

New Claims 29 and 30

Examples of support for these claims are on page 10, line 17, through page 11, line 2, and on page 15, lines 17 - 23.

New Claims 31 and 32

Examples of support for these claims are on page 8, lines 6 -9, and on page 10, line 27 through page 11, line 2.

New Claims 33 and 34

An example of support for these claims is on page 15, lines 17 - 23.

**Information Disclosure Statement**

Applicants enclose an Information Disclosure Statement and PTO Form 1449, with a copy of the references and a check in the amount of \$180.00, for the Examiner's review and consideration.

**CONCLUSION**

Applicants have now made an earnest effort to place this case in condition for allowance in light of the amendments and remarks set forth above. Applicants respectfully request reconsideration of all pending claims.

Applicants enclose a Fee Transmittal and check in the amount of \$175.00 for the seven (7) additional claims added (over 23 claims previously paid for).

An extension of two (2) months is requested and a Notification of Extension of Time under 37 C.F.R. § 1.136 with the appropriate fee of \$225.00 is attached herewith.

Applicants believe there are no further fees due, however, the Commissioner is hereby authorized to charge any additional fees or credit any overpayment to Deposit Account No. 50-2148 of Baker Botts L.L.P.

If there are any matters concerning this Application that may be cleared up in a telephone conversation, please contact Applicants' attorney at 512.322.2634.

Respectfully submitted,

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**SEND CORRESPONDENCE TO:**

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Date: December 16, 2004